

Council's charge: Improve the pay parking experience by making the meters more customer friendly.

Preliminary pay station comparisons

	Credit Card Trans time	Cash Trans time	Ease of use	Customer feedback**	Staff observations	Purchase price	Preventative maintenance (qtrly)
VenTek (trial)	12 – 15 seconds	2 – 3 seconds	Some confusion with the prompts, however, the “time” selection choices are clear Faster transaction times To the minute purchase is not available, but this doesn’t seem to matter	Simple enough to use Mixed reviews on ease of use Experience difficulty using credit cards	Cash transactions are 45% & 37% in Lake-Central & Marina, respectively Especially for new users, credit cards have to be inserted just right No change/make change features are not available when payments are made in error Quick “picks” don’t allow for “to the minute” payment <i>Non-customer related:</i> the expiration date/time on the receipt is smaller than Cale	\$10,999 per meter <i>(w/ bill acceptor)</i>	\$200/meter <u>includes</u> new parts and labor. No charge for loaner equipment resulting in less down time.
	1 – 2 seconds for “good faith” option*						
Cale	16 – 26 seconds	7 – 8 seconds	Some confusion with the prompts, knowing how much to pay vs. time needed The bill acceptor option is available for future purchase of new meters	“Use to” this machine Mixed reviews on ease of use Experience difficulty using credit card	Customers are able to buy “to the minute” exactly what they want Modem and card reader failures resulting in machines going down often The “good faith” option is NOT available	\$10,150 per meter <i>(w/ bill acceptor)</i>	\$45/meter <u>excludes</u> parts and labor. Loaner equipment is not available.

* During summer or peak times, the City could choose to exercise the “good faith” real-time credit card approval option. For example all \$2.00 or under transactions would not go out for immediate credit card approval at the point of purchase, allowing very short wait times for customers. The meter is able to identify that the card is valid (not expired), but authorization will take place later that evening. This option is even quicker than when paying with cash.

** Overall many customers didn't care about the functionality details; most don't remember how the other meter works.